MARKETING INFORMATION SYSTEMS, INC.

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SCHEDULE

SM DISPLAY TEST

(#835882)

FIELD DATES	TOP-LINE	FINAL REPORT
December 2nd - December 10th	December 15th.	December 29th.

MARKETS

New Jersey — Detroit
Savannah — Los Angeles

SAMPLE COMPOSITION

Low Tar = 138		Full Flavor = 162	
Male (37%)	= 51	Male (47%)	= 76
18 - 34 (62%)	= 32	18 - 34 (62%)	= 47
35 - 54 (38%)	= 19	35 - 54 (38%)	= 29
Female (63%)	= 87	Female (53%)	= 86
18 - 34 (63%)	= 55	18 - 34 (60%)	= 52
35 - 54 (37%)	= 32	35 - 54 (40%)	= 34
Kings (46%)	= 63	Kings (60%)	= 97
100's/120's (54%)	= 75	100's/120's (40%)	= 65

White (67%) = 200
Black (33%) = 100

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Source: https://www.industrydocuments.ucsf.edu/docs/yxyj0004